

REP HEADLINE# 6385268
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES NOV2/12 14.54
*** WFSB-TV ***

ADV # _____ ADV. NAME POLI/L MCMAHON/R/SEN/CT

AGY # _____ AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

✓ REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME ANNE BRAUNSCHEIDEL

SALES PRSN WA- HEATHER UTTLEY (H)

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HARRIS REPORT FROM REP
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:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:RATE	:START	:END	:SPTS:	WEEK	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	INVT	:	:SPTS:
16	A		1230P-200P	60		\$80.00	11/5	11/5	1		MON	1

PROGRAM : AFTER NOON ROT
CON COM1: AFTERNOON ROT

NOV/12 \$3,020.00

CONTRACT TOTAL	\$3,020.00
TOTAL SPOTS	20

MARKET TOTALS	\$7,365	WFSB 41%	WTNH 19%	WVIT 19%	WTIC 16%	WCTX 1%	WCCT 0%	WHPX 0%
			CABL 4%					

SHARES ARE ACCURATE. GFSB IS REFLECTED IN CABL

SVC- NSI
DEMOS- RA35+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS,PLAN,SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

CONTRACT



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 499445 /		<u>Alt Order #</u> 06385268
<u>Product</u> L MCMAHON 4 SENATE ***GFSB***		
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Estimate #</u> 1505	
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/19/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> GFSB	<u>Account Executive</u> Heather Utley	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	GFSB	10/31/12	11/02/12	7AM-9AM The Early Show	7AM-9AM		1:00			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$60.00			
N 2	GFSB	10/30/12	11/01/12	9AM-10AM	9AM-10AM		1:00			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-T---				2	\$60.00			
N 3	GFSB	10/30/12	11/02/12	CBS Daytime	1230-2p		1:00			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$80.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	GFSB	10/29/12-11/04/12	CBS Daytime	1230-2p	-Tu---F----	1:00		\$80.00	NM		
			See MG 3.3									
	2	GFSB	10/29/12-11/04/12	CBS Daytime	1230-2p	-Tu---F----	1:00		\$80.00	NM		
			See MG 3.4									
	3	GFSB	11/01/12-11/01/12	CBS Daytime	1230-2p	----Th-----	1:00		\$80.00	NM		
			Ⓜ MG for 3.1 10/30									
	4	GFSB	11/05/12-11/05/12	CBS Daytime	1230-2p	M-----	1:00		\$80.00	NM		
			Ⓜ MG for 3.2 11/02									
N 4	GFSB	10/31/12	10/31/12	6PM-6:30PM Eyewitness Nev6	6PM-6:30PM		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$180.00			
N 5	GFSB	11/01/12	11/01/12	7PM-7:30PM	7PM-7:30PM		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$180.00			
N 6	GFSB	11/02/12	11/02/12	7:30PM-8PM	7:30PM-8PM		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1--				1	\$180.00			
N 7	GFSB	10/30/12	11/02/12	Eyewitness News	11PM - 11:35PM		1:00			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$130.00			
N 8	GFSB	11/06/12	11/06/12	6AM-6:30AM Eyewitness Nev6	6AM-6:30AM		1:00			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-1-----				1	\$80.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
499445 /	06385268

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	L MCMAHON 4 SENATE	1505

<u>Advertiser</u>	<u>Original Date / Revision</u>
McMahon for Senate	10/19/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 9	GFSB	11/05/12	11/05/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		1:00			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$100.00			
N 10	GFSB	11/06/12	11/06/12	7AM-9AM The Early Show	7AM-9AM		1:00			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-1-----				1	\$60.00			
N 11	GFSB	11/05/12	11/05/12	9AM-10AM	9AM-10AM		1:00			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$60.00			
N 12	GFSB	11/05/12	11/06/12	CBS Daytime	1230-2p		1:00			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$80.00			
N 13	GFSB	11/05/12	11/05/12	HIMYM/Partners	8PM-9PM		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$600.00			
N 14	GFSB	11/05/12	11/05/12	2 Broke Girls/Mike & Molly	9PM-10PM		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$700.00			
Totals											20	\$3,020.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	20	\$3,020.00	\$2,567.00
Totals	20	\$3,020.00	\$2,567.00

Signature: _____ Date: _____

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